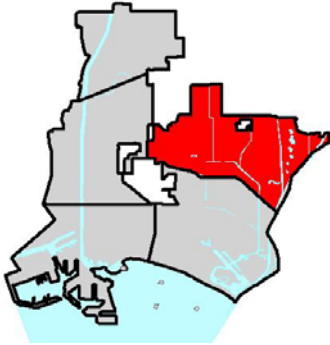


**Winter
2006**

North East Long Beach Community Planning Bulletin

City of Long Beach ■ Department of Planning and Building
Community and Environmental Planning Division

www.longbeach.gov/plan/pb/cpd



The City of Long Beach is divided into five planning areas with a Community Planner assigned to each geographic area. This quarterly bulletin is compiled by your community planner as a forum to update citizens on new developments and neighborhood issues as a way of keeping citizens involved in the planning process. Please contact Anita Garcia, North East Long Beach Community Planner, at (562) 570-6193 or via email at Anita.Garcia@longbeach.gov if you have questions about this bulletin.

This bulletin is also available on the internet at: www.longbeach.gov/plan/pb/cpd
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Active Applications

The following cases have been submitted to the City for review:

1. Conceptual Site Plan Review for a self-storage facility at 7400 East Willow Street (Case 0511-31)

City staff conducted a preliminary review of an application to develop a 431,287 square foot self-storage facility on the Southern California Edison (SCE) utility right-of-way. The site is located south of Willow Street adjacent to the San Gabriel River, and had previously been used as a plant nursery. The proposal would require a variety of entitlements, including an environmental impact report (EIR), site plan review, a conditional use permit, a zone change, and a general plan amendment. A number of issues concerning the development of this site have been identified by staff including, but not limited to, site access, potential sensitive environmental conditions associated with the San Gabriel River, and easement issues. Also the site traverses both the City of Long Beach and the County of Orange.

Additional information concerning this proposal will be forthcoming, including opportunities for public input.

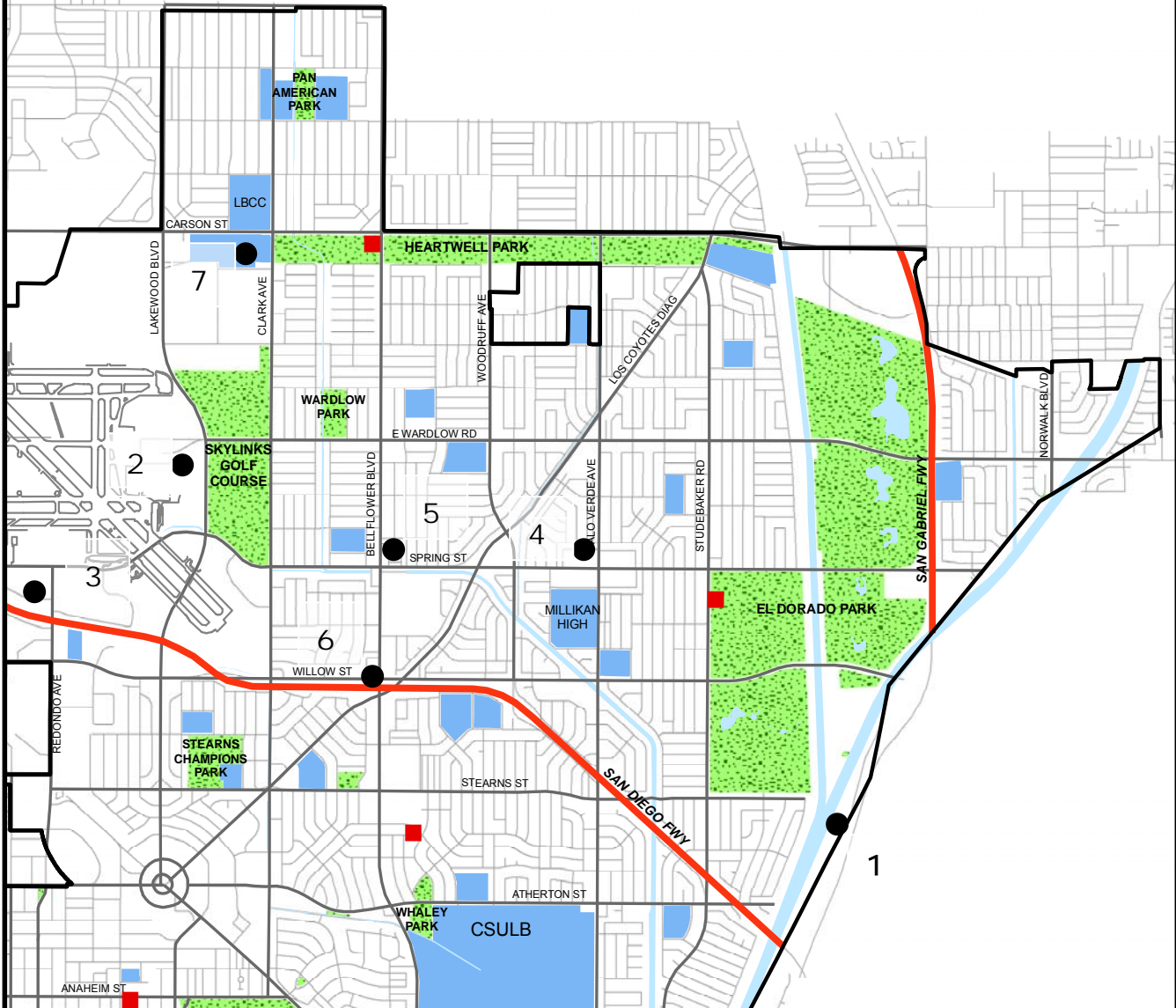
2. Draft Environmental Impact Report (Long Beach Airport Terminal Area Improvement Project) Update

In November 2005, the City of Long Beach released the Draft Environmental Impact Report (DEIR) for the airport terminal project. The project includes improvements in the terminal area to better accommodate the minimum number of flights allowed under the Airport Noise Compatibility Ordinance. These improvements would increase terminal-related space from 56,320 square feet to 102,850 square feet.

The DEIR is expected to go to the City's Planning Commission in the Spring of 2006.

The DEIR is available online at www.longbeach.gov.

East Long Beach - Site Location Map



- Library
- Park
- School



0 1,750 3,500 7,000
Feet

1. 7400 East Willow Street – Conceptual Review
2. LB Airport Terminal Area Improvement Project – Draft EIR
3. 3290 East Spring Street – AUP for a Law Office
4. NW corner of Lakewood/Spring – Remodel of Shopping Ctr.
5. 5511 E. Spring Street – CUP for On-Premises Alcohol Sales
6. 2601 Bellflower Blvd. – New Commercial Center
7. 5001 Lew Davis Drive (Vet's Stadium) – CUP for Cellular Site

3. Administrative Use Permit to establish a law office at 3290 East Spring Street

An application to create a 2,463 square foot law office in an existing industrial building will be heard by the City's Zoning Officer on March 6, 2006 at 2:00 pm on the 7th Floor of City Hall.

Approved Projects

4. Standards Variance and Staff Site Plan Review for the Remodel of the Lakewood Plaza Shopping Center located at the northwest corner of Spring Street and Palo Verde Avenue (Case 0509-08)

The renovation and expansion of the existing commercial center was conditionally approved. The project site includes an Albertsons Market, various retail stores and a fast food restaurant. Site improvements will include façade remodeling, a 1,324 square foot retail addition to be located between the existing market and retail stores, new landscaping, and a parking lot reconfiguration. These site improvements will reduce the total number of existing parking spaces from 527 to 470 spaces.

5. Conditional Use Permit for On Premises Alcoholic Beverage Sales at Tracy's Bar and Grill at 5511 E. Spring Street (Case 0511-24)

Tracy's Bar and Grill is located within an existing shopping center at the northwest corner of Bellflower Boulevard and Spring Street. The existing use includes a restaurant and bar with entertainment, including dancing and pool tables. The request to expand 416 square feet into an existing neighboring suite on the west side of the restaurant was conditionally approved by the Planning Commission in January 2006. The expansion will accommodate a new waiting area, a take-out counter and a women's restroom.

6. New Commercial Center at Bellflower Boulevard and Willow Street (2601 Bellflower Blvd.)

A commercial center has replaced a seasonal strawberry stand at the northwest corner of Bellflower Blvd. and Willow Street. According to a representative with Bixby Land Company, the new tenants are slated to be a Subway sandwich shop, Jamba Juice, and Metro Wireless.

7. Conditional Use Permit for a new cellular monopole at 5001 Lew Davis Drive at Veterans Memorial Stadium (Case 0511-23)

The installation of a fifty-five foot (55') high ground-mounted cellular and personal communication services facility monopole is proposed at Long Beach City College (Veterans Memorial Stadium). The project site is located in the Institutional (I) zone.

The Planning Commission continued the application at the January 19th and February 16th hearings. Planning staff had recommended denial of the monopole, and suggested a co-location with an existing carrier on site. The preferred design was a stealth facility, such as a "monopine" tree.

The applicant will return to the Planning Commission on April 20th with a new monopine design.

Announcements

General Plan Update (GPU) – Phase II Begins

The City of Long Beach began a project a year and a half ago to update the General Plan. The General Plan provides the roadmap for the City's growth and development over the next 20 to 25 years. A General Plan reflects the community's vision through goals and policies that are implemented through strategic plans, land use plans, design guidelines, and zoning regulations.

The General Plan helps shape how the City will change over time. How will neighborhoods change, will there be new shopping areas, should there be mixed use development along major streets, what type of jobs and businesses will exist, what will future buildings look like, how will people move around throughout the City, what kind of streets, sidewalks and landscaping will there be, and most important, how will Long Beach continue to be a great place to live, work and play.

The first phase of the General Plan update is complete. Community Cluster Advisory Teams, made up of individuals from five Community Planning Areas came together to provide input and identify issues. Not surprisingly, these geographic groups identified many of the same issues and concerns.

Phase II of the General Plan update will kick-off in March 2006. During this process it will be important for the community to develop a shared vision for the future in Long Beach. There will be a creative and comprehensive public outreach program to shape the vision. If you have ideas about the various ways we can reach the widest possible audience, please tell us. We are interested in reaching out to faith-based groups, neighborhood watch, community organizations and other public gatherings that would be good opportunities for public participation on the General Plan.

With your participation, we can shape a General Plan to reflect our shared values and vision, and provide a roadmap that takes Long Beach into the future.

Maps, demographic information, reports, documents, committee cluster input, and other information is available online at the General Plan Update website:

http://www.longbeach.gov/apps/advance_plan/index.html

New Urban Design Officer

Stephanie Reich has been appointed the City's new Urban Design Officer. The City position of Urban Design Officer was eliminated in the late 1990's as a result of budget cutbacks. This new position will have a significant impact on the design of buildings and public spaces throughout Long Beach.

Prior to coming to Long Beach, Ms. Reich held the position of Urban Designer for the City of Santa Monica. In addition, she brings more than 18 years of architectural and urban design experience. A registered architect, Stephanie will be involved in the review of development projects and the creation of design guidelines for districts throughout the City. The growing emphasis on quality design and building materials will continue to improve the built environment in Long Beach.

IMPORTANT PHONE NUMBERS

Vice Mayor (5th District), Jackie Kell	(562) 570-6932
Council Member (4th District), Patrick O'Donnell	(562) 570-6918
Anita Garcia, North East Community Planner	(562) 570-6193
Police, toll free, anonymous, Gang Tip	(866) 426-4847
Police non-emergency calls	(562) 435-6711
Police narcotics tip line	(562) 570-7125
Community Policing, East Division	(562) 570-5880
Animal Control Center	(562) 570-7387
Rats, Roaches, Vermin & Other – Environmental Health	(562) 570-4132
Pot Hole Patrol, reporting street pot holes	(562) 570-3259
Maintenance for City Traffic Signs	(562) 570-5264
Street Median Issues, Tom Shippey	(562) 570-4899
Abandoned shopping carts removal	(800) 252-4613
Objects on power lines, SCE Hazardous Conditions	(800) 611-1911, press 2, then 4
Property Maintenance, Building, Zoning Code Enforcement	(562) 570-CODE
Zoning Information	(562) 570-6194
Building Permit information	(562) 570-6651
Call Before you Dig (Underground Service Alert)	(800) 227-2600
Noise Complaint, Environmental Health	(562) 570-5650
Unlicensed food vendors Business License	(562) 570-6211, ext. 7
Unlicensed food vendors Health & Human Services	(562) 570-4219
Damaged Sewer lines from street trees	(562) 570-3259
City Park Issues, Tom Shippey	(562) 570-4899
Graffiti hotline, on private property	(562) 570-2773
Graffiti in City Parks	(562) 570-4895
Graffiti on City Beaches	(562) 570-1582
Graffiti on County flood control channel	(562) 256-1920
Graffiti on Union Pacific Railroad property	(714) 379-3376
Graffiti on Caltrans property	(213) 897-3656
Special Refuse Pick-ups (Free twice a year for large items)	(562) 570-2876
Public Service (listen to menu for options)	(562) 570-2700
Neighborhood Resource Center, Margaret Madden	(562) 570-1010
Storm Drain Hotline, report items dumped in storm drain	(562) 570-3867